



Australian Government

Assessment Requirements for SIRXOSM003 Use social media and online tools

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- utilise three different types of social media or online platforms for organisational communications
- create and post content for six different communications and collectively use at least three different types of media files
- create and post content for a further two communications for a targeted social media or online campaign and determine links that could be used to external sites
- monitor customer engagement with posts and respond professionally to customer communications covering:
 - two positive comments
 - two negative comments
 - two questions
 - two complaints
- respond to two issues of complaint or negativity that require escalation to relevant personnel.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisation's core activities and customer base
- different organisational purposes for use of social media and online platforms:
 - exposure through social media activity
 - building brand awareness, loyalty and an online community
 - marketing and advertising
 - information dissemination
 - promoting special offers and events
- popularity of different categories and reach of particular brands of social media platforms and their key audiences
- organisational guidelines, policies and procedures for:
 - content
 - online customer service including complaints resolution

- privacy
- gaining consent to publish information about others and their images
- monitoring customer activity
- characteristics of well written, appealing content for different social media platforms
- functions of different social media and online platforms and how to use these to:
 - write and format text
 - upload different file types including text, PDF, photographs, videos, audio files
 - create active links
 - monitor customer activity
 - activate and respond to alerts
 - respond to customer commentary
- principles of positive and professional online communications that enhance customer engagement and organisational reputation
- types of positive language and approaches that can be used when dealing with negativity, complaints and conflicts
- types of standard customer responses and when these might be used.

Assessment Conditions

This unit has been written to allow for application to any type of industry. Assessment must be customised according to the industry context of learners while ensuring that all skill and knowledge content is assessed, and all performance evidence is collected.

This unit and Assessment Requirements references customers as a generic term throughout. However, because different industries and organisations use different terms to describe their stakeholders, learners should use terms appropriate for their industry during assessment.

Assessment must ensure use of:

- real workplace situations, or simulated activities, or case study scenarios that test aspects of this unit that involve customer and supervisor communication
- computers or mobile devices and general software programs used to produce and schedule content
- a range of social media and online platforms with access to functions used by organisations; these can be those used by a workplace or those established by a training organisation for the purpose of assessment
- sample organisational guidelines, policies and procedures for:
 - content
 - online customer service including complaints resolution
 - privacy
 - gaining consent to publish information about and images of others
 - monitoring customer activity.

Assessors must satisfy the assessor requirements nominated in the Standards for Registered Training Organisations, or their successor, and must have workplace experience where they have applied the skills and knowledge covered in this unit of competency.

Links

Companion Volume Implementation Guide -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>